CLAIMS

The following is claimed:

1.   A method of selectively suggesting goods or services, comprising the steps of:
      receiving data from a customer, wherein said data specifies goods or services that are selected by said customer; and
      determining a suggestion to make to said customer via use of said data, said suggestion being based upon information associated with said customer.

2.   The method of claim 1, wherein said information associated with said customer is probabilistic behavior, customer profiling, and/or situational sensitivity.

3.   The method of claim 1, wherein the step of determining a suggestion is made to said customer after said goods or services are chosen by said customer.

4.   The method of claim 1, wherein the step of determining a suggestion is made to said customer after said goods or services are customized by said customer.

5.   The method of claim 1, wherein said step of determining a suggestion is made after said customer completes an order.

6.   The method of claim 1, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting an additional item, suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen item, suggesting an offer for an item at a discount price, and suggesting an offer of a free item.

7.   The method of claim 1, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting application of a discount to an entire order, and suggesting application of a promotional discount to a promotional item or to combine items into a combination pricing package.

8.   The method of claim 1, further comprising the steps of:
      constructing an order database based on said data received from said customer; and
      using said order database in said step of determining said suggestion.

9.   The method of claim 1, further comprising the step of:
      said customer customizing said goods or services;

receiving customized data from said customer, wherein said customized data specifies said customized goods or services; and

modifying said suggestion based on said customized data.

10. The method of claim 1, wherein said good or services that are selected by said customer are selected from an electronic menu located at a restaurant.

11. A method for selectively suggesting goods or services, comprising the steps of:

receiving data from a customer, wherein said data specifies goods or services that are selected by said customer; and

determining a suggestion to make to said customer based upon stored attributes of said customer.

12. The method of claim 11, wherein said stored attributes are selected from the group consisting of age, sex, name and prior order history of said customer.

13. The method of claim 11, wherein said step of determining a suggestion to make to said customer is also based upon stored attributes of a business that provides said goods or services.

14. The method of claim 11, wherein said step of determining a suggestion is performed after said customer selects said goods or services.

15. The method of claim 11, wherein said step of determining a suggestion is performed at the end of an order.

16. The method of claim 1, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting an additional item, suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen item, suggesting an offer for an item at a discount price, and suggesting an offer of a free item.

17. The method of claim 1, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting application of a discount to an entire order, and suggesting application of a promotional discount to a promotional item or to combine items into a combination pricing package.

18. The method of claim 1, further comprising the steps of:

constructing an order database based on said data received from said customer; and

using said order database in said step of determining said suggestion.

19. The method of claim 1, further comprising the step of:

said customer customizing said goods or services;

receiving customized data from said customer, wherein said customized data specifies said customized goods or services; and

modifying said suggestion based on said customized data.

20.   The method of claim 1, wherein said good or services that are selected by said customer are selected from an electronic menu located at a restaurant.

21.   A method for selectively suggesting goods or services, comprising the steps of:

receiving data from a customer, wherein said data specifies goods or services that are selected by said customer;

applying context specific rules to said received data; and

determining a suggestion to make to said customer, wherein said determination is made based on results received after said step of applying context specific rules.

22.   The method of claim 21, wherein said step of determining a suggestion is performed after said customer selects said goods or services.

23.   The method of claim 21, wherein said step of determining a suggestion is performed at the end of an order placed by said customer.

24.   The method of claim 21, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting an additional item, suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen item, suggesting an offer for an item at a discount price, and suggesting an offer of a free item.

25.   The method of claim 21, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting application of a discount to an entire order, and suggesting application of a promotional discount to a promotional item or to combine items into a combination pricing package.

26.   The method of claim 21, further comprising the steps of:

constructing an order database based on said data received from said customer; and

using said order database in said step of determining said suggestion.

27.   The method of claim 21, further comprising the steps of:

said customer customizing said goods or services;

receiving customized data from said customer, wherein said customized data specifies said customized goods or services; and

modifying said suggestion based on said customized data.

28. The method of claim 21, wherein said good or services that are selected by said customer are selected from an electronic menu located at a restaurant.

29. A system for selectively suggesting goods or services, comprising:
means for receiving data from a customer, wherein said data specifies goods or services that are selected by said customer;
means for applying context specific rules to said received data; and
means for determining a suggestion to make to said customer, wherein said determination is made based on results received from said means for applying context specific rules.

30. A system for selectively suggesting goods or services, comprising:
means for receiving data from a customer, wherein said data specifies goods or services that are selected by said customer; and
means for determining a suggestion to make to said customer based upon stored attributes of said customer.

31. A system for selectively suggesting goods or services, comprising:
means for receiving data from a customer, wherein said data specifies goods or services that are selected by said customer; and
means for determining a suggestion to make to said customer via use of said data, said suggestion being based upon information associated with said customer.

32. A system for selectively suggesting good or services, comprising:
a memory; and
a processor, configured by said memory to perform the steps of:
receiving data from a customer, wherein said data specifies goods or services that are selected by said customer; and
determining a suggestion to make to said customer via use of said data, said suggestion being based upon information associated with said customer.

33. The system of claim 32, wherein said information associated with said customer is probabilistic behavior, customer profiling, and/or situational sensitivity.

34. The system of claim 32, wherein said step of determining a suggestion is made to said customer after said goods or services are chosen by said customer.

35. The system of claim 32, wherein said step of determining a suggestion is made to said customer after said goods or services are customized by said customer.

36. The system of claim 32, wherein said step of determining a suggestion is made after said customer completes an order.

37. The system of claim 32, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting an additional item, suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen item, suggesting an offer for an item at a discount price, and suggesting an offer of a free item.

38. The system of claim 32, wherein said suggestion to said customer is a suggestion selected from the group consisting of suggesting application of a discount to an entire order, and suggesting application of a promotional discount to a promotional item or to combine items into a combination pricing package.

39. The system of claim 32, wherein said processor further performs the steps of:
constructing an order database based on said data received from said customer; and
using said order database in said step of determining said suggestion.

40. The system of claim 32, further comprising a peripheral device capable of allowing said customer to enter said data.

41. The system of claim 40, wherein said peripheral device is a touch-screen.

42. The system of claim 40, wherein said system further comprises a second peripheral device for providing a display of said goods or services to said customer.